

Plenary Session V: Findings From the FINRA Foundation Recently Released Study on Financial Capability in the United States

Friday, October 21, 2022

8:45 a.m. - 9:30 a.m.

Join senior staff in FINRA's Advertising Regulation Department to hear how to navigate current developments in FINRA's communications rules and industry marketing practices including mobile apps, social media, and other digital channels. Panelists answer questions on how to embrace the future of communications while remaining compliant.

Moderator: Amy Sochard
Vice President
FINRA Advertising Regulation

Panelists: Gary Mottola
Director of Research, FINRA Foundation
FINRA Foundation

Olivia Valdes
Associate Principal Research Analyst
FINRA Foundation

Plenary Session V: Findings from the FINRA Foundation Recently Released Study on Financial Capability in the United States Panelist Bios:

Moderator:



Amy C. Sochard is Vice President of FINRA's Advertising Regulation Department. The department helps protect investors by ensuring members of FINRA use communications including social media, digital advertising and other marketing material that are fair, balanced, and not misleading. Ms. Sochard oversees the department's regulatory review programs and business operations, including the development of technology to facilitate the review of communications. Ms. Sochard provides expertise and policy guidance to other FINRA departments concerning FINRA, SEC, MSRB and SIPC rules pertaining to communications with the public.

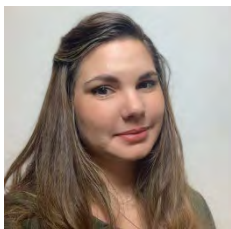
She also oversees the development of new rules, published guidance, and interpretations regarding communications, and she routinely speaks at industry events on these topics. Prior to joining FINRA, Ms. Sochard worked with a real estate syndication firm in Washington, DC. She received a Bachelor's degree with distinction in English from the University of Virginia and studied poetry writing at Columbia University.

Panelists:



Gary R. Mottola is the research director for the FINRA Investor Education Foundation and a social psychologist with more than 25 years of research experience. In his role at the FINRA Foundation, he oversees and conducts research projects aimed at better understanding financial capability in America, protecting investors from financial fraud, and improving financial disclosure statements. Dr. Mottola received his B.A. from the University at Albany, M.A. from Brooklyn College, and Ph.D. from the University of Delaware. He was a visiting scholar at Wharton in 2006 and is an adjunct professor of statistics in Villanova

University's MBA program.



Olivia M. Valdes, Ph.D. is an associate principal research analyst for the FINRA Investor Education Foundation. Her role includes leading and conducting research projects that pertain to the promotion and understanding of financial capability in America, the protection of consumers against financial fraud and exploitation, and the improvement of financial disclosure statements. Dr. Valdes obtained her B.A. from University of South Florida and her Ph.D. in Experimental Psychology from Florida Atlantic University.



2022 FINRA Advertising Regulation Conference
October 20-21, 2022 | Washington, DC | Hybrid Event

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Panelists

- **Moderator**

- Amy Sochard, Vice President, FINRA Advertising Regulation

- **Panelists**

- Gary Mottola, Director of Research, FINRA Foundation
- Olivia Valdes Ph.D., Associate Principal Research Analyst, FINRA Foundation

AGENDA

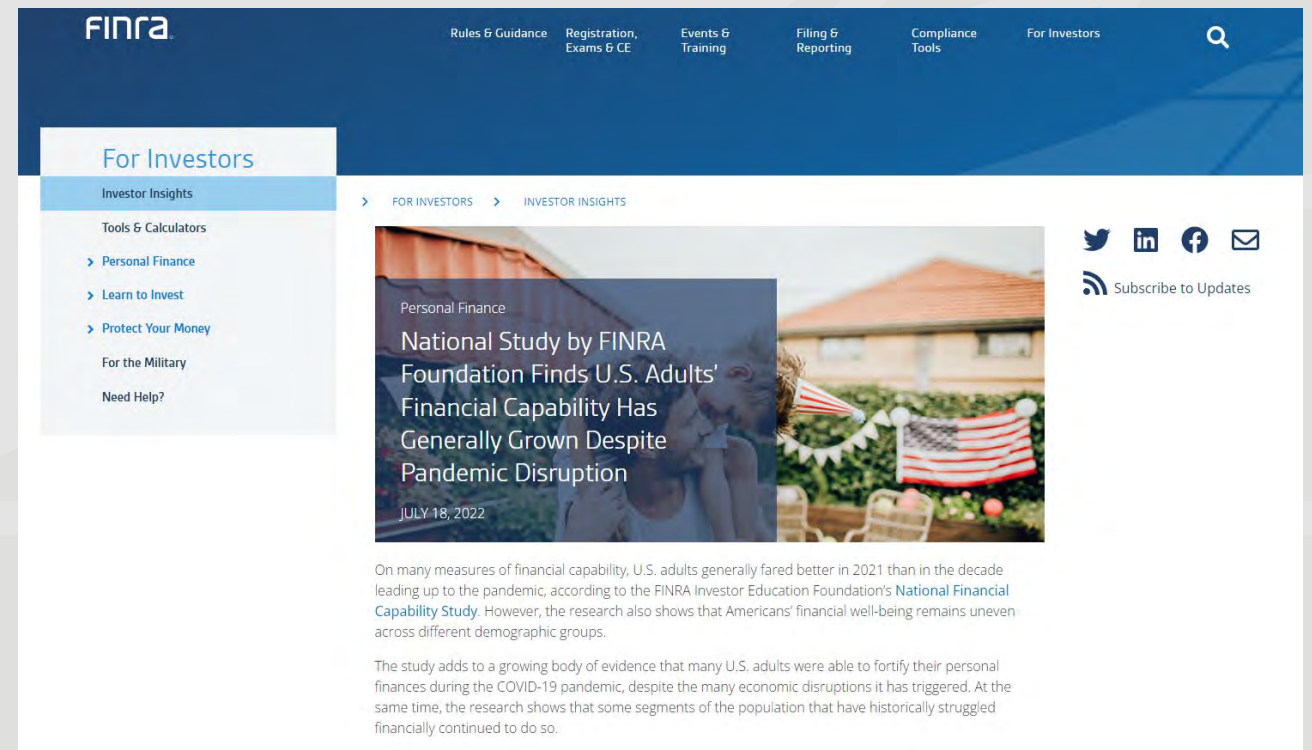
- 01 | FINRA Foundation Overview
- 02 | National Financial Capability Study Overview and Key Findings
- 03 | New and Experienced Investors Study Key Findings
- 04 | Tip of the Iceberg
- 05 | Questions & Answers

FINRA Investor Education Foundation



National Financial Capability Study

- Methodology and Structure
- Key Study Findings
- Financial Capability from 2009 to 2021
- A 12-year Look at Financial Knowledge



New and Experienced Investors Study Key Findings



- Sources of Investing Information
- Risky Behavior – Options and Crypto
- Meme Stock Investing

Tip of the Iceberg



Questions & Answers

